

Message Text

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PAGE 01 ALGIER 02001 180815Z

17

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FM USINT ALGIERS

TO SECSTATE WASHDC 1099

UNCLAS ALGIERS 2001

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SUBJ: ALGIERS INTERNATIONAL TRADE FAIR

1. THE 11TH ALGIERS INTERNATIONAL FAIR CLOSED SEPTEMBER 15, 1974, AFTER TWO WEEK RUN (AUG 30- SEPT. 15). FROM ALL INDICATIONS FAIR WAS GENERALLY SUCCESSFUL. THIS 1974 ALGIERS FAIR HAD 42 THIRD COUNTRY NATIONAL PAVILLIONS, COMPARED TO 45 LAST YEAR. 76 ALGERIAN NATIONAL COMPANIES WERE REPRESENTED AS WELL AS OVER 100 PRIVATE FIRMS, SEVEN ALGERIAN MINISTRIES AND FIVE ASSORTED NATIONAL LIBERATION MOVEMENTS.

2. WHILE COMMERCIAL SALES RESULTS UNKNOWN, SAMPLES OF OPINION ON SUCCESS OF FAIR FROM COMMERCIAL POINT OF VIEW IS MIXED. THE GERMANS FEEL THEY DID BETTER THAN LAST YEAR, THE BRITISH FEEL THEY DID LESS WELL. BOTH FELT THEIR MOST SUCCESSFUL EXHIBITORS WERE THOSE WITH EQUIPMENT ON THEIR STANDS. PHOTO DISPLAYS AND MOCK-UPS DREW CONSIDERABLY LESS INTEREST. CANADA HAD SUCCESSFUL PARTICIPATION IN AN ATTRACTIVE OPEN SETTING WITH TWO SMALL CIRCULAR PREFAB BUILDINGS. FRANCE HAD EXPANDED PRESENCE THIS YEAR WITH ALMOST TWICE AS MANY EXHIBITORS AS 1973 AND A LARGER BUDGET. THE FRENCH CONSIDER THEIR PARTICIPATION THIS YEAR AS HIGHLY SUCCESSFUL.

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PAGE 02 ALGIER 02001 180815Z

3. ATTENDANCE FIGURES NOT YET ANNOUNCED. HOWEVER, WHILE
GENERAL FEELING WAS THAT ATTENDANCE SOMEWHAT LIGHTER
THIS YEAR THAN LAST, OFFICIAL FIGURES, WHEN PUBLISHED,
WILL PROBABLY SHOW INCREASE OVER THE 2.5 MILLION 1973
ATTENDANCE FIGURES.

4. DESPITE LOWER NUMBER THIRD COUNTRY PAVILLIONS THIS YEAR.
SPACE WAS QUITE LIMITED AND USINT UNDERSTANDS MUCH OF
SPACE FOR 1975 ALGIERS FAIR ALREADY SPOKEN FOR. THUS,
OBTAINING ATTRACTIVE SPACE FOR 1975 PAVILLION MAY BE
DIFFICULT IF NOT UNDERTAKEN SOON.

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